Note for Weinstein, Barbara

From: Moose, Jim

Date: Tue, Jul 25, 1995 1:24 PM

Subject: YTD Brand Promo + Future

To: Gawronski, Edward; Joyce, Ed; Levy, Carolyn; O'Brien, Sheila; Saloun, Tom; Schwartz, Andrew; Weinstein, Barbara

File(s): YTD Brand Promo + Future

An important near-term change has occurred, warranting a mid-week update to the Future Promo Orders report.

Marlboro (almost all B4G1F) is now expected to ship approximately 450 million promotional units in July, up from 220 million. Approximately 260 million should ship on Monday, July 31.

Total promotional shipments of 276 Mn units for the week ending 7/28 are now expected to break out as follows:

- Basic 21 Mn units
- Cambridge 50 Mn units
- Marlboro 180 Mn units
- Merit 1 Mn units
- Va Slims 24 Mn units

Please let me know if you have any questions.

Jim

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Source: https://www.industrydocuments.ucsf.edu/docs/ppwj0004